BETTER
CONCRETE
PRODUCTS

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BETTER CONCRETE PRODUCTS

with

Medusa White Portland Cement
Medusa Waterproofed White Portland Cement
Medusa Waterproofed Gray Portland Cement
Medusa Concentrated Waterproofing Paste
Medusa Waterproofing Powder
Medusa Portland Cement Paint

MEDUSA WHITE PORTLAND CEMENT

How it makes Better Concrete Products

The story of the origin of white Portland cement and how it makes better concrete products is both interesting and profitable to the concrete products manufacturer. It was in the year 1902 that executives of the Medusa Portland Cement Company began a series of experiments to determine the possibilities of producing white Portland cement. After five years of studying many samples, suitable white clays and limestone were found. In 1907 the present York, Pa., plant was built and production of the first commercial white Portland cement under the name "Medusa" began. Medusa, being the original white Portland cement, thus has a longer satisfactory service record than that of any other white Portland cement now being manufactured in this country.

At first there were only a few uses for this white Portland cement, but today, 33 years later, the same cement has become standard practice in a score of applications. Today, too, Medusa White Portland Cement is being used widespread not only in the United States but in practically every civilized country around the world. This widespread acceptance is a tribute to its superior qualities.

Before enumerating the uses of white cement in the concrete products field, we would like to tell briefly about the manufacture and properties of white Portland cement. Medusa White is a true white Portland cement. It is made from white clay and limestone found only in certain localities in the United States. The greatest precaution must be taken in collecting and preparing these materials, as well as in the process of manufacture.

Medusa White has a chemical composition practically the same as regular gray Portland cement, except that the iron content is negligible and it contains no soluble alkali salts. In manufacture it is burned at a higher temperature than regular gray Portland cement.

Medusa White is used the same way as gray Portland cement. It has practically the same quality. Medusa White Portland Cement has equal or greater strength than gray and passes all gray Portland cement specifications.

Medusa White is successfully used in place of gray cement to gain a clean, distinctive character and for beautiful color effects. When color work is desired, the white cement is tinted with reliable mineral oxide pigments.

The advantages of Medusa White Portland Cement to the concrete products manufacturer are many. This cement makes it possible to manufacture pure white or beautifully colored concrete products. With this advantage it is evident that the sales possibilities of these concrete products are greatly increased.

One of the outstanding uses of Medusa White Portland Cement is in making stucco, which is described in detail in the book, "Medusa White Portland Cement Stucco." A copy of this book may be had upon request.

Nemours Carillon Tower near Wilmington, Del. Medusa White used in precast slabs on face of tower. Architect, Massena and du Pont.

THE ADVANTAGES

of Waterproofing Concrete Products

All types of concrete products that are to be exposed to the elements or to the possibility of absorbing water should be waterproofed.

Before taking up the reasons for waterproofing concrete products, it would be well to distinguish between "waterproof" and "water tight" as related to concrete. Concrete that is "waterproofed" does not absorb water but repels it at the surface. In the making of some concrete products, manufacturers strive for a very dense concrete. Such concrete is called "water tight". It absorbs water which may or may not travel through the concrete.

There are two excellent reasons for waterproofing concrete products. First, when unwaterproofed concrete is exposed to the elements, rain water is absorbed into the tiny pores and crevices. In winter as this water freezes within the pores, it exerts a tremendous force on the sides of the pores or crevices, causing them to break off or widen into tiny cracks or holes, thereby damaging the concrete.

Recent tests in using waterproofing in concrete for highways show that the waterproofed concrete highway is 50 times more resistant to scaling than unwaterproofed concrete.

The second reason for waterproofing concrete is that rain water collects soot and dirt from the air. This dirty water is absorbed into the surface of the concrete products. When the water evaporates, the dirt is left in the surface to stain and mar the beauty of the concrete.

Concrete products can be absolutely waterproofed by the use of Medusa Waterproofed Portland Cement (white or gray), Medusa Concentrated Waterproofing Paste or Medusa Waterproofing Powder. This waterproofing lines the pores of the concrete with a water repellent lining that eliminates the suction of water at the surface of the concrete.

The Medusa Portland Cement Company originated waterproofing for concrete more than a quarter of a century ago. Since that time its success has been demonstrated in thousands of applications. Medusa Waterproofed White Portland Cement and Medusa Waterproofed Gray Portland Cement are made by using ordinary white Portland cement and gray Portland cement and adding the correct amount of Medusa Waterproofing by grinding it in mechanically during the process of manufacture. This assures a complete distribution of the waterproofing throughout the cement. These waterproofed cements are used in the same way as regular cements, and meet the same specifications.

For those territories where Medusa Waterproofed Cements are unavailable, the manufacturer can secure Medusa Concentrated Waterproofing Paste or Medusa Waterproofing Powder for use with either white or gray cements. They have the same waterproofing qualities as are in the waterproofed cements. The powder is added to the cement at the mixer and the paste to the gauging water.

Station Hospital, Fort Sam Houston, San Antonio, Texas. General Contractor, Robert E. McKee. Cast stone by R. Redondo & Co. Medusa Waterproofed White used in all cast stone.

Home with block walls. Medusa Waterproofed White Cement used.

WHITE CEMENT AND WATERPROOFING

for Concrete Blocks

Contrasting the old rock-faced concrete block home with the magnificent modern concrete block home, one appreciates the tremendous strides being made in the concrete block field. The concrete block of today is a less cumbersome and a more beautiful unit. Many manufacturers are facing their blocks with white cement to gain greater beauty. Concrete ashlar walls of concrete blocks in many sizes, colors and textures are popular.

The manufacturer of today strives for absolute uniformity in appearance and texture in his blocks. Greater attention is also given to insulating.

No matter whether it is a concrete, cinder, Haydite or similar light weight aggregate block, the use of Medusa Waterproofing will result in a waterproofed block providing the cement surrounds the aggregate particles. Waterproofed blocks assure a wall that repels all water at the surface and, in turn, freedom from interior dampness providing a waterproofed mortar is used and the workmanship is satisfactory.

The cost of waterproofing concrete blocks is so small that the advantages to the home owner far outweigh the small extra cost, which is less expensive than to repair leaky walls.

All waterproofed block should be laid in BrikseT mortar cement or in mortar containing Medusa Waterproofing paste or powder.

SPECIFICATIONS

for Waterproofing Concrete Blocks

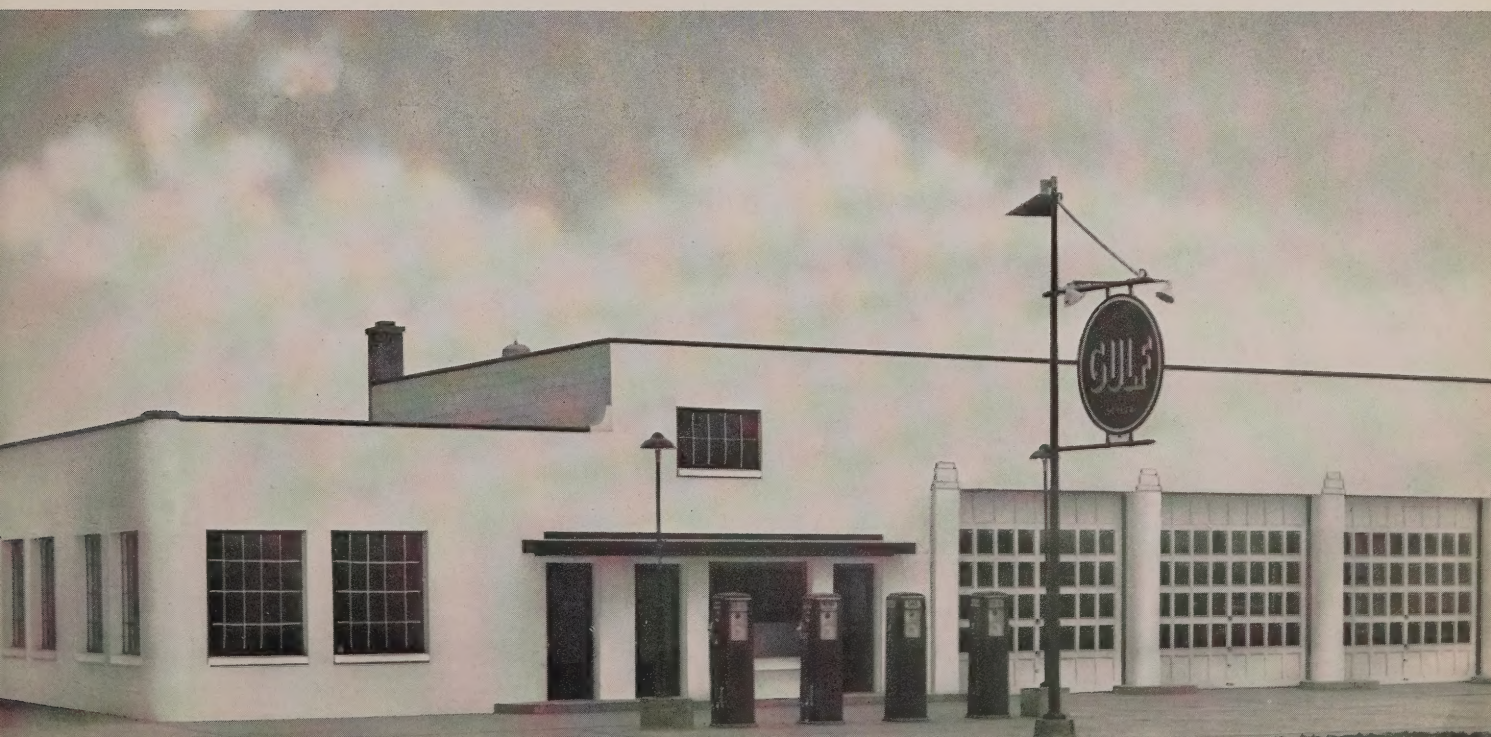
Manufacturers of concrete block usually have their own specifications. Some of these specifications have been provided by manufacturers of concrete block equipment, others have been developed by the trial and error method.

In the making of waterproofed concrete block with the use of Medusa Waterproofing, the same general specifications are followed as with ordinary gray Portland cement. Waterproofed cements are used similarly to regular Portland cement with a few differences. In using Medusa Waterproofing Powder, two pounds of the powder to each sack of cement are added to the mix. In using Medusa Concentrated Waterproofing Paste, .6 pound of the paste is added to the gauging water for each sack of cement. When block manufacturers use Medusa Waterproofed Gray Portland Cement or Waterproofing Powder, the time of the mix is important — at least four minutes after the water is added.

In making waterproofed cement products with Medusa Waterproofing, the cure should be continuous until the desired strength is obtained. Once waterproofed products dry out, they can not reabsorb water for further curing, owing to the fact that the products have become waterproof.

If the manufacturer of concrete, cement or light weight aggregate blocks wants additional information either on making blocks or on the use of Medusa Waterproofings, he should write to the Medusa Portland Cement Company for a booklet on recommended practices for the manufacture of blocks.

Concrete block service station, Pigeon, Mich.



Beautiful home of concrete brick. Courtesy of W. E. Dunn Mfg. Co., Holland, Mich.

CONCRETE BRICK

in Wide Demand

In recent years the establishment and successful operation of concrete brick manufacturing plants in many cities in the United States has brought about a widespread acceptance of concrete brick as a building material. Today we find many beautiful homes, churches, apartment houses, schools and public buildings being built with this beautiful, economical building material.

Concrete brick has many advantages. It is low in first cost, quickly available, light in weight, uniform throughout, yet assures a strong, rigid finished wall. Some concrete brick are built with special slots for perfect keying of the mortar. They can be made in a wide variety of colors and textures necessary to meet the architect's, builder's or home owner's design and color requirements.

One exceptional advantage of concrete brick over ordinary brick is the fact that it can be furnished absolutely waterproofed. The use of Medusa Waterproofing, which lines every pore in the concrete, forms a water repellent surface that prevents surface suction. This is an advantage over ordinary brick. When waterproofed concrete brick are set in a mortar made with Medusa Waterproofed Cements, and the workmanship is entirely satisfactory, the finished wall is waterproofed throughout. Moisture cannot be absorbed, freeze and cause the surface of the wall to deteriorate. Mortar joints hold up indefinitely without repointing.

CONCRETE TILE

Makes Colorful, Permanent Roofs

Although concrete roofing tile is not new, big improvements have been made in the manufacture of concrete roofing tile in the past ten years. Years ago concrete was recognized as having certain qualities that make for excellent possibilities as a roofing material. Developments in machinery and methods for making concrete roofing tile have brought this product to the foreground in the roofing field.

The concrete roofing tile of today incorporates a new beauty and a new value to the home or building on which it is used. It has many advantages not found in any other type of roofing tile. Concrete roofing tile is light in weight yet strong. It is easily installed on new or old houses. It is absolutely fireproof. Practically every color in the rainbow, plus thousands of color combinations, can be had in concrete roofing tile. Concrete is plastic, it can be molded into almost any shape or form of tile desired, and can be given an unlimited variety of textures. The thickness of the tile makes for beautiful shadow lines on the roof. All architects and builders are today recognizing the possibilities in architectural design that can be had through various combinations of color and texture found in modern concrete roofing tile.

Waterproofed concrete roofing tile lasts the life of the house. When concrete roofing tile is made with Medusa Waterproofings, it has a permanent protection against the elements. Since all water is repelled at the surface of the tile, there is no chance for roof leakage through the tile nor can water be absorbed, freeze and crack the tile itself in winter weather.

Roof made of concrete tile. Courtesy of W. E. Dunn Mfg. Co.

SPECIFICATIONS

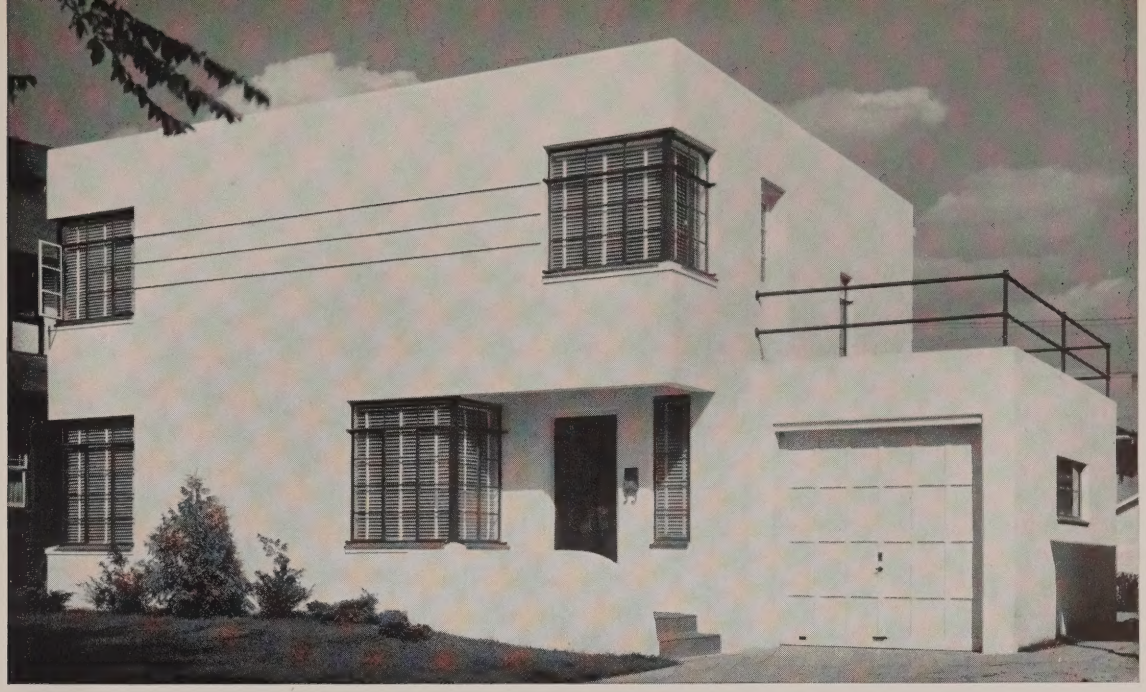
for Making Waterproofed Concrete Brick and Tile

Inasmuch as concrete brick and tile are made with machines sold exclusively for that purpose, it is well for the concrete brick or tile maker to follow the specifications for concrete brick and tile that are recommended by the manufacturer of the machine being used.

In making waterproofed brick or tile the ratio of mix is one part of Medusa Waterproofed White or Waterproofed Gray Portland Cement mixed with seven to ten parts of sand. Materials should be mixed with the water for four minutes. The use of Medusa Waterproofed Gray or Waterproofed White Portland Cement in making concrete brick and tile does not vary the specifications. Waterproofed cements are used exactly the same way as ordinary gray cement which is not waterproofed.

Concrete brick and tile are cured similarly to concrete block. Approximately 200 bricks can be made from each sack of waterproofed cement. The number of tile per sack varies with the size and type of tile.

Home with concrete tile roof and concrete brick wall. Courtesy of W. E. Dunn Mfg. Co.



Concrete block residence, Ft. Wayne, Ind.

PAINTING *Concrete, Cinder and Light Weight Aggregate Blocks and Brick*

Manufacturers of concrete building units frequently ask for information on the best type of paint for concrete, cinder and light weight aggregate blocks and concrete brick. To meet this need, the Medusa Portland Cement Company offers Medusa Portland Cement Paint — a paint with a triple ground Portland cement base that bonds permanently with concrete, stucco or masonry surfaces.

Concrete building units are a painting problem because the surfaces are usually very rough, making them difficult to paint with ordinary paints. Oil paints usually dust, peel or scale off due to the fact that water dissolves the alkalies which act on the oil in the paint, causing saponification of the paint.

Medusa Portland Cement Paint, properly applied, overcomes the above difficulties in painting a block wall. Being made with a cement base, it bonds naturally with the cement in the block and mortar and gives a permanent, hard, cement-like finish that helps to keep moisture from entering the block or mortar and freeze, causing deterioration. This paint can be applied to inside or outside, damp or dry walls. It is unaffected by the action of alkalies or water and contains no lime, glue, casein or other material affected by the chemical action of lime, alkalies or water.

Medusa Paint is economical. Its first cost is lower than that of other types of paint. It has a large covering capacity and gives a permanent, washable finish that eliminates the cost of frequent repainting. No costly oils, turpentine, undersealer or surface treatment is necessary. Medusa Paint mixes with water and is inexpensive to apply by brush or spray. Colors, black, white, ivory, cream, stone gray, pearl gray, red, Spanish buff, blue and green. Blue is not guaranteed permanent as to color but is often used by those expecting to repaint each year. Medusa Paint cannot be used on concrete floors. Send for color chip folder and book entitled "How To Paint Concrete, Stucco and Masonry and Other Surfaces."

Walls of this home are of colored concrete block. Courtesy of Advance Cast Stone Co., Milwaukee, Wis.

COLORED CONCRETE BLOCKS

The illustration shows a home built of concrete block with a special aggregate facing.

The faced block gives the appearance of an expensive stone building, has the durability of expensive stone, yet costs much less than brick or stone veneer. Builders find that it is no longer necessary to use expensive face brick or veneer stone backed up by tile, because they can use the faced concrete block which combines the features of both without the necessity of laying up two different building materials.

The facings on these concrete blocks can be had in a wide variety of colored minerals. The facing is made with Medusa White Portland Cement tinted as a matrix. Materials in the facing give a waterproofed, moisture-proof, weather-proof and washable finish. They never need painting, are permanent, fireproof and termite proof. There is practically no limit as to sizes, colors and textures. The cost of laying this block is less than other materials. Medusa Waterproofing is used either in the block or face to secure a waterproofed product.

CAST STONE VENEER

Made With Medusa White

For many years Medusa White Portland Cement (plain and waterproofed) has been used for making cast stone veneer.

Cast stone veneer, like the colored concrete blocks described on the opposite page, has tremendous advantages for the builder. It gives the appearance of stone construction with none of the disadvantages of high cost.

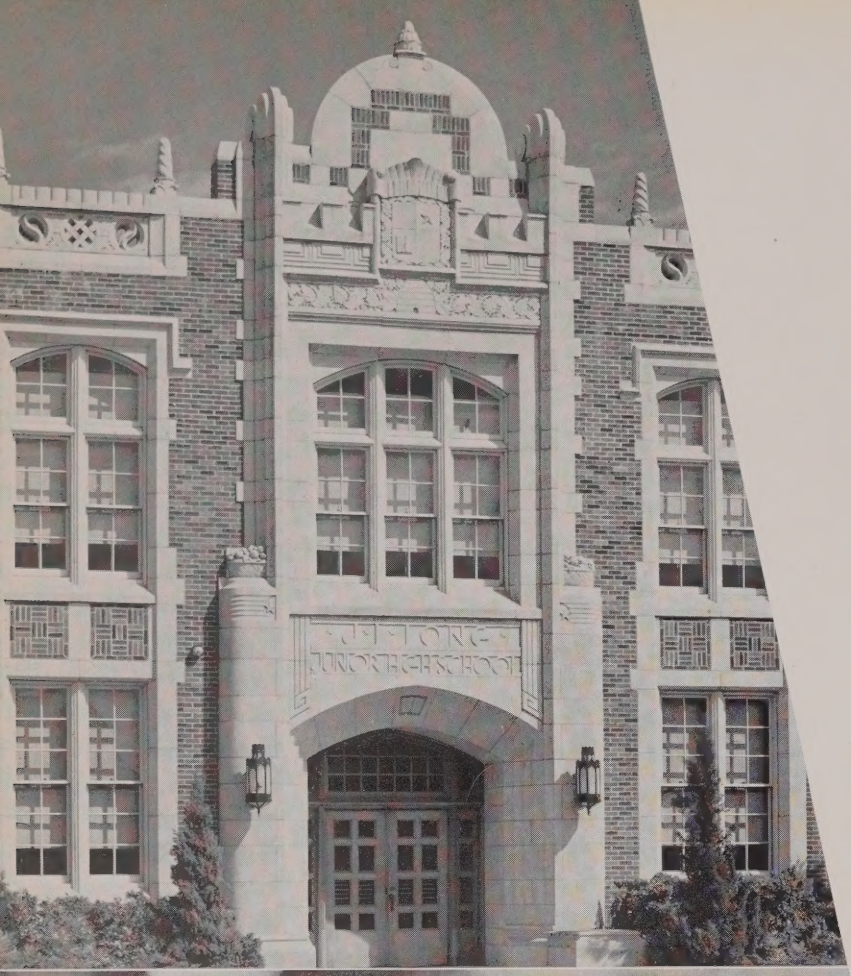
Cast stone veneer can be made in any color or texture that the architect or builder wants. It can be waterproofed and if properly laid with a waterproofed mortar, the home owner is assured of a dry interior at all times.

Inasmuch as water cannot be absorbed into cast stone made with Medusa Waterproofing, there can be no freezing of absorbed moisture which ordinarily causes considerable deterioration in unwaterproofed materials.

The waterproofed cast stone veneer wall has another distinctive advantage over unwaterproofed cast stone or ordinary stone. If the cast stone is made with Medusa Waterproofing, the chances of soiling the surface of the stone are greatly lessened. In some natural stones, water absorbed in the face of the stone or in the mortar carries dirt with it. When the water evaporates, the dirt is left in the surface of the stone, permanently disfiguring the building.

In the case of Medusa Waterproofed cast stone, the surface of the stone repels all water. This means that water carrying dirt cannot be absorbed into the face of the stone itself although it may adhere to the surface. In fact, in a waterproofed cast stone veneer wall this surface dirt can be washed or steamed off. If the cast stone is laid up in Medusa BrikseT or StoneseT with satisfactory workmanship, the joint, too, is waterproof.

Cast stone veneer residence, San Antonio, Texas. Medusa Waterproofed White Portland Cement used in cast stone which was manufactured by F. Redondo & Co.



WHITE CAST

The Finishing To

Today beautiful examples of Medusa White cast stone building trim can be found in nearly every civilized country of the world.

Architects and builders are turning to the use of cast stone made with Medusa Waterproofed White Portland Cement as a trim for their buildings. When an architect uses a natural stone for trim, he is governed by the color, texture, hardness, weight and cost of the stone. With cast stone, the architect can specify the design, color, and the texture.

When repetitions of a piece of sculptured trim is desired, it is quite easily cast and at considerably less expense than if it had to be specially carved each time an additional similar piece is needed.

When the architect or sculptor lays out the design of the trim, the manufacturer of cast stone follows that design faithfully. Some of the beautiful doorways and other trim, shown on this page, bear evidence as to the

STONE TRIM

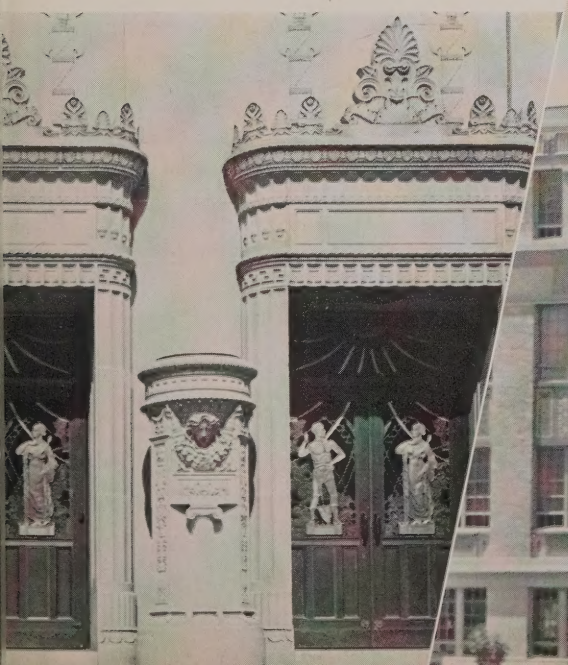
ch to a Building

beauty and practicability of cast stone made with Medusa White Portland Cement.

Cast stone is much less expensive than natural stone and offers the still further advantage of being waterproofed when made with Medusa Waterproofed White Portland Cement.

Waterproofing gives an added protection against soiling. Like all cast concrete products made with Medusa Waterproofing, cast stone repels all moisture at the surface, hence excludes the possibility of water bearing dirt entering the stone, evaporating and leaving the dirt in the stone where it permanently disfigures the building trim. It also precludes the possibilities of water being absorbed, freezing and causing the cast stone trim to disintegrate.

For specifications or more complete details on cast stone, write The Cast Stone Institute, 33 West Grand Ave., Chicago, Ill.



WHITE CEMENT FLOOR TILE

Gives Color and Design

Cement floor tile made with Medusa White Portland Cement offers a profitable business to the man who thoroughly understands the making of this type of work and who can develop his market for these products.

Medusa White Portland Cement, both plain and Waterproofed, has been widely used in the making of cement floor tiles not only in the United States but also in many foreign countries and particularly in South America. The making of cement floor tile involves casting of the various sized tiles made with Medusa White, plain or waterproofed, to which has been added the color pigments necessary.

In the making of concrete floor tiles, it is well to keep in mind that the beautiful colors obtained by adding color pigments to the white cement are vastly brighter and clearer than when the manufacturer attempts to make his concrete tile of gray Portland cement.

As in the case of so many cast concrete products, concrete floor tile can be made in practically any color, given any texture or any shape. It is very easy for the manufacturer to follow the architect's or owner's designs for the floor.

Today in some cities colored concrete tile is used for sidewalks to make places of business more inviting and more attractive.

When colored concrete tile is made with Medusa Waterproofing, it has the advantage of repelling all water at the surface, thereby making a floor that maintains its original color and beauty for years. The cost of Medusa Waterproofing over ordinary white Portland cement without waterproofing is so small that the extra long life given to the colors used in the tile is well worth the slight additional cost.

Tile in floor in Animal Industries Building, A & M College of Texas. Tile by F. Redondo & Co.

Art marble floor and wainscoting. Courtesy of Portland Cement Association, Chicago.

MEDUSA WHITE

Plays a Big Part in Making Art Marble

Art marble has been used successfully in the building industry for more than a quarter of a century. It has a widespread use for wainscoting, store fronts, stairways, toilet, shower and bath enclosures and even in executing sculpturing. Makers of art marble select Medusa White Portland Cement as the matrix for the marble chips used in making this product.

Art marble is made by using Medusa White Portland Cement in which are imbedded domestic or imported marble chips. In the finished art marble, the Medusa White Portland Cement, used either white or tinted, forms a clean, colorful background for the chips and helps to delineate the particles in a clear, clean-cut, beautiful manner.

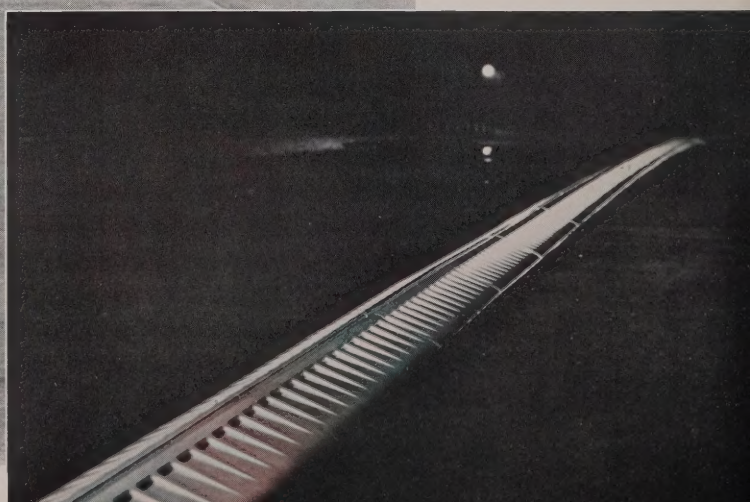
The Medusa White Portland Cement used as the matrix is colored with mineral colors, guaranteed lime and light proof. This plastic matrix material is placed in steel molds with proper reinforcing and tamped, pressed or vibrated. After the material is cast and the molds are stripped, it is polished.

The variety of finishes and colors for art marble is governed only by the colors of the marble chips and the color given the white cement matrix. Over 146 color formulas have been developed and used by the manufacturers.

Precast Medusa White Portland Cement slabs for use as road markers.

Traffic lane marker in Chester Avenue, Cleveland, Ohio, of Medusa White Portland Cement.

Precast concrete curbing installed on Route 4 near Freehold, N. J. Note the projecting fins on curbing.



Night view of precast curbing with projecting fins showing how light from car is reflected from fins.

WHITE CEMENT

as an Aid to Traffic Safety

The photographs on this page give some idea as to the many uses of Medusa White Portland Cement in promoting safety. As the traveler rides along the main highways of the United States today, he finds white cement traffic markers, white curbs, white approaches to bridges and white posts for guard rails.

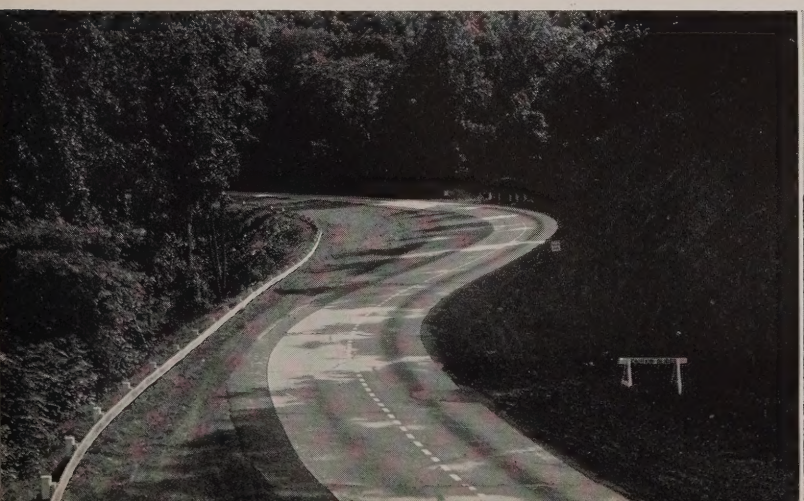
As an aid to traffic safety, one of the most prominent uses of Medusa White is in traffic markers. The use of traffic markers is not new. A recent traveler in Mexico found an old cobblestone road that had been laid hundreds of years ago with a strip of white stones in the center. Slabs cast with Medusa White, then inserted in the road bed itself, make a beautiful, clean-cut, well designed traffic line.

Next to traffic markers, perhaps the most extensive use of Medusa White in safety work is for curbing. There are many types of white curbing. On the opposite page is shown a white concrete curbing that was cast in the plant, delivered to the job and set in place. This particular curbing is fluted or corrugated and cast with the aid of Medusa White Portland Cement. The fluting and white color stand out prominently and are much more effective than ordinary smooth gray curbing. At night the lights from the headlamps of a car strike these white flutings and are reflected back to the driver's eyes, enabling him to distinguish the edge of the road with ease and adding to driving safety on darkest nights.

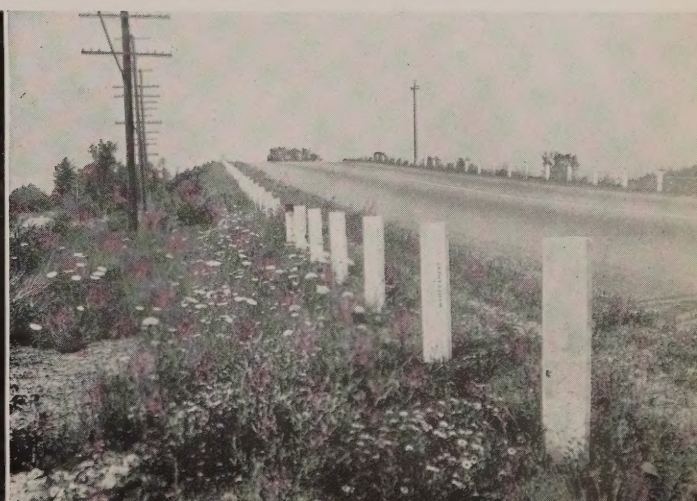
Reinforced concrete guard rail posts made of Medusa White Portland Cement are now being adopted by highway authorities in many parts of the country. White posts made of Medusa reinforced white Portland cement (plain or waterproofed) remain white, require no painting for many years. Posts that are waterproofed are protected against water entering the surface and reaching the steel reinforcing, causing the latter to rust and disrupt the concrete. Nor can water enter the surface of the concrete where it may freeze in the tiny pores and crevices and start disintegration of the concrete post itself.

In all safety uses, Medusa White Portland Cement (plain or waterproofed) is the most economical cement to use in concrete. It not only saves painting of the safety device but stays white longer, can be seen better at night, does not disintegrate, costs only a small amount more than ordinary gray Portland cement and adds a wide margin of safety.

Medusa White traffic marker in 16 year old road.



Medusa White Portland Cement used in road guard posts in New York State.



Biblical characters cast in Medusa White in Church of St. Nicloas de Bari, Buenos Aires. On opposite page is another sculptured piece in this church.

Lovely sculpturing in Buenos Aires, Argentina, cast with Medusa White Portland Cement.

Beautiful piece of work cast in Medusa White Portland Cement, Plaza del Mar, Chile.

Figure representing Spain designed for Pan American Exposition at Dallas, Texas, cast in Medusa White.

HOW MEDUSA WHITE

Serves the Sculptor

In the preceding pages of this book we have given you some of the better known practical uses of Medusa White Portland Cement, plain and waterproofed. Now let us mention a use that is not quite so well known.

In recent years noted sculptors have turned to Medusa White Portland Cement as a medium for their finished work. On this and the opposite page are shown some of the more intricate and beautiful pieces of sculpturing that have been produced with the aid of Medusa White Portland Cement.

The sculptor operates as follows: He builds up his design in clay. A cast of the clay work is then made with plaster of Paris or other material. Into this cast the mixture of Medusa White Portland Cement and aggregate is poured and then tamped. The forms are then removed, leaving a permanently white, beautiful cast stone piece of sculpturing.

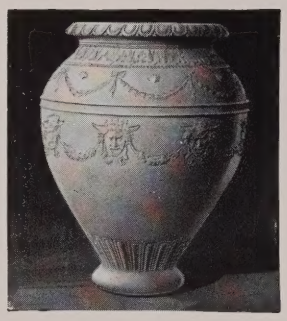
Medusa White, being exceedingly plastic, produces the sculptor's art faithfully to the finest detail. Decorative sculpturing for buildings, friezes, etc., are all handled as above or in a similar manner.

Many sculptors are using Medusa Waterproofed White Portland Cement or Medusa White with Medusa Waterproofing to secure the advantages of permanence in color, and to protect their work against soiling. The Medusa Waterproofing repels all the water at the surface, and should dust or dirt collect on the surface of the sculptured piece, it can easily and quickly be washed off, leaving the original beautiful surface clean and free from dirt.

The use of Medusa White (plain or waterproofed) for sculpturing work saves hours of time and is a medium that is much less expensive than sculpturing produced with stone.

Frescoes in Stonewall Jackson Junior High School, Wichita, Kan., cast in Medusa White Portland Cement.

ORNAMENTAL CAST STONE AND CONCRETE



The making of ornamental cast stone or concrete products offers a wide field for the wide-awake, progressive concrete products manufacturer who can dispose of them.

For the firm that will give time, work and study to the manufacture of concrete products, there are many possible developments.

The making of ornamental, cast stone or concrete products to many manufacturers means using gray cement and casting vases, urns, benches, flower boxes, bird baths and bowls. Many of the designs used for this type of work are commonplace. But they need not be, for there are many possibilities in design and color.

The concrete products manufacturer who really wants to develop an outstanding business should consult with artists and sculptors to develop designs of real character. There are countless objects that can be cast in concrete and can be sold, providing their beauty is such as to attract the purchasing public.

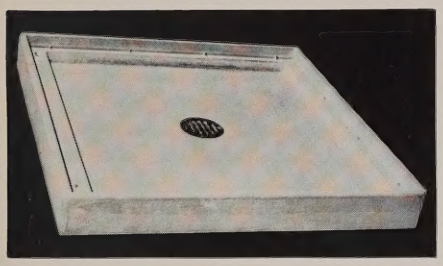
The manufacturer of concrete products is not restricted to making ordinary gray cement products. Medusa White Portland Cement opens up an entirely new field in ornamental cast stone or concrete products. The manufacturer can cast his pieces in a truly beautiful white stone. More than that, by the judicious and careful use of color pigments, he can obtain lovely colored pieces of sculptured concrete. For example, there is no reason why a cast bench for a garden need be in cold gray. It can be white or a lovely shade of green or rust colored; almost an endless variety of colors is possible for the concrete products manufacturer who really gives study to his products.

Concrete products manufacturers should give more thought to the durability of their products. Many use ordinary gray cement with only the thought of making a sale, regardless of the life or durability of the product. Whether you make your products of gray or white cement, they can be made to last indefinitely by the use of a Medusa Waterproofing. Waterproofing is particularly advantageous to all ornamental cast stone and concrete products that are to be used outdoors. This means that the garden furniture, the urns or the flower boxes will be free from dirt soiling and will remain beautiful for years to come. More than that, waterproofed concrete products can be washed and be made to look like new. Remember that Medusa Waterproofing protects the concrete product from disintegration.

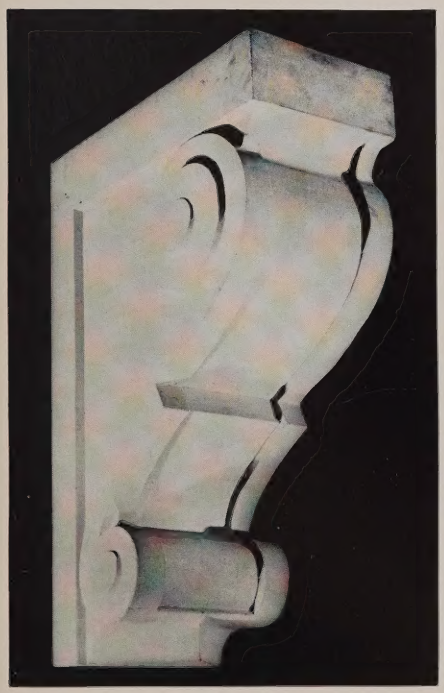
The successful concrete products manufacturer can by the use of Medusa White, color and waterproofing develop an unusually 'good business providing he has spent the money in the beginning necessary to obtain beautiful and artistic designs for his products.

Lovely ornamental cast stone bench.

Cast stone products manufacturer's display of interesting products.



Cast stone shower bath by the Advance Cast Stone Co.



Ornamental bracket cast with Medusa White Portland Cement by Advance Cast Stone Co.

Ornamental cast stone fountain made by J. C. Karus Cast Stone Works, Inc., Bronx, N. Y. Medusa White Portland Cement used.

DISTINCTIVE STREET MARKERS AND LAMP POSTS

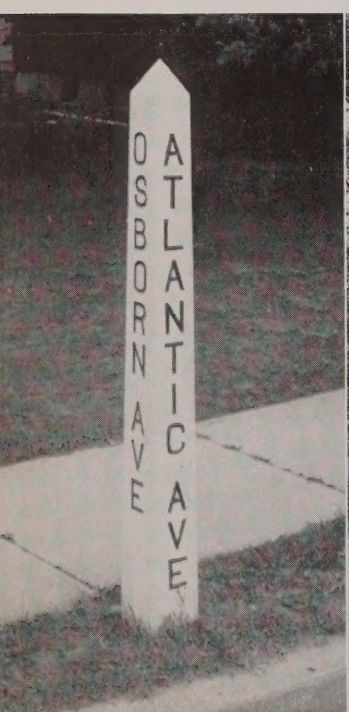
There is a widely growing use of Medusa White, both plain and Waterproofed, in the making of street markers and lamp posts.

Almost every known type of street marker and lamp post is subject to considerable upkeep. Posts of metal need frequent repainting and even then their life is none too long. Metal posts are expensive in first cost. When damaged, it is seldom that they can be repaired, hence must be replaced. Many municipalities have given study to the drawbacks of metal for street markers and lamp posts and have turned to the use of white concrete. White concrete posts have many advantages, the greatest being economy.

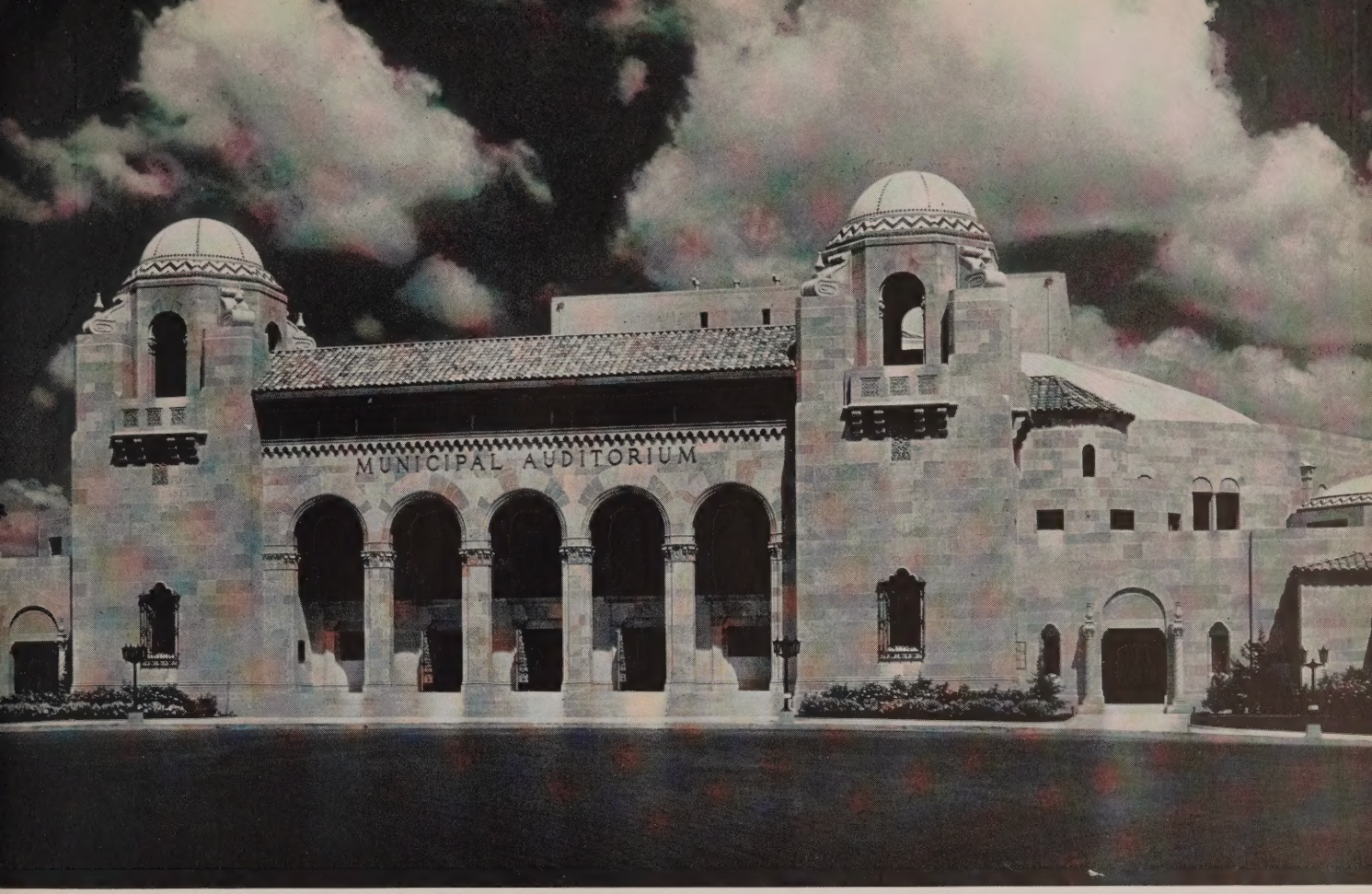
When made with Medusa Waterproofing, white posts remain white and beautiful for years. They can be washed when necessary to remove dirt adhering to the surface. This eliminates frequent repainting. Their gleaming white surfaces make an excellent background for lettering of the street names. If such posts are made with reinforcing or as in the case of lamp posts, where provision must be made for electric wires through a metal conduit, the Medusa Waterproofing used with the cement protects the reinforcing and the metal conduit from rust and deterioration caused by water.

If a street marker or lamp post is made with Medusa White and is damaged, possibly by an automobile, it can quickly be replaced by posts that have been previously cast and kept in reserve. The final argument in favor of white concrete posts is that they are extremely attractive and add to the beauty of the street.

Medusa White cast stone marker in Manasquan, N. J.



Cast concrete light posts.



Municipal Auditorium, San Antonio, Texas. Stone pointed with Medusa Waterproofed White mortar.

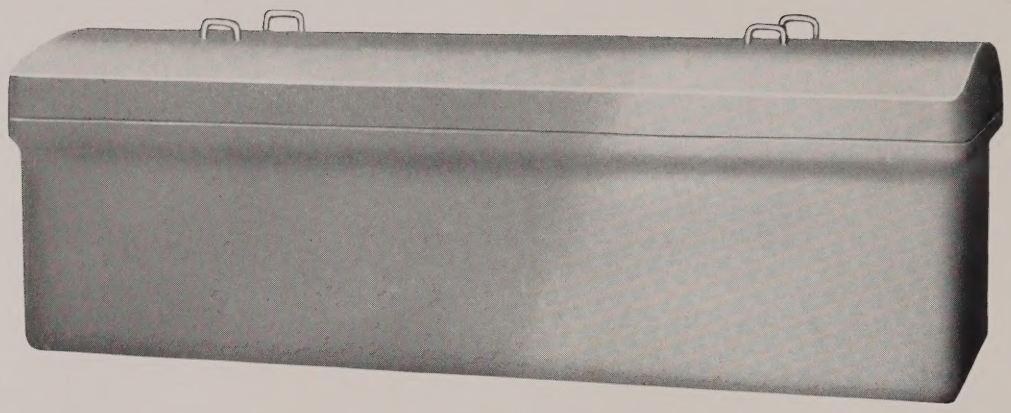
MEDUSA WHITE AS A MORTAR

for Setting Face Brick, Stone and Tile

The manufacturer of concrete blocks, brick, tile and cast stone owes it to his product to see that these units are laid in a waterproofed mortar. A wall may be constructed of waterproofed concrete units but if that wall is laid with poor workmanship or in an unwaterproofed mortar, then water can penetrate the joints. A wall, therefore, to be properly waterproofed, must be waterproofed throughout.

It is also recommended that a waterproofed mortar be used for all mortar for concrete, brick, veneer and cast stone, since it is a recognized fact that most mortar troubles are due to penetration of moisture. When waterproofed mortar cements are not available, Medusa Waterproofed White Portland Cement or Medusa White Portland Cement with Concentrated Waterproofing Paste or Waterproofing Powder should be used.

It has been well said that eliminating moisture eliminates trouble. Waterproofed White Portland Cement reduces the absorption of water into the mortar to a negligible amount, thereby reducing a volume change and eliminating efflorescence and many other forms of damage.



WHITE WATERPROOFED CONCRETE PRODUCTS

If the concrete product is made with steel reinforcing, it should by all manner of means be waterproofed. There is no advantage in reinforcing concrete if that concrete absorbs moisture which can get to the reinforcing and rust it. Rusting reinforcing causes an expansion that breaks the concrete down rapidly. If the reinforced concrete is made with Medusa Waterproofing, all water is repelled at the surface. This includes ground water which may contain acids, as well as rain. Manufacturers who reinforce concrete products will find that the cost of waterproofing is very, very small and the advantages of longer life and strength for the concrete tremendously outweigh the slight extra cost necessary in using waterproofed cement.

There are countless commercial reinforced concrete products that can be given the above protection with Medusa Waterproofing. Grave vault manufacturers, for example, have found that the use of Medusa Waterproofing gives, first of all, a beautiful vault, and second, adequate protection from ground water and acids in the soil which may penetrate and rust the reinforcing as with unwaterproofed concrete.

Many concrete products manufacturers near rural sections are making silo staves as part of their line and have turned to Medusa Waterproofing in making the staves that comprise the silo in order to give their customers a waterproofed silo throughout. A waterproofed silo not only protects the contents of the silo from absorbed moisture, but also prevents disintegration due to absorbed water freezing in the pores of the silo staves and causing cracking.

Another use of Medusa Waterproofed White Portland Cement is in the making of fence posts for the farm trade. It is very easy for a products manufacturer to make a mold for fence posts and to sell these reinforced posts to farmers at a nice profit. Such posts made with Medusa Waterproofing last indefinitely.

MEDUSA 12 PRODUCTS

MEDUSA GRAY PORTLAND CEMENT—A standard Gray Portland Cement guaranteed to comply with the specification requirements of the American Society for Testing Materials.

MEDUSA WATERPROOFED GRAY PORTLAND CEMENT—Our standard Gray Portland Cement with the proper amount of Medusa Integral Waterproofing ground in at the mill. It is less expensive than adding waterproofing on the job, and insures proper distribution. It should be used wherever concrete is below grade or exposed to moisture or dampness.

MEDUSA "MEDCO" HIGH EARLY STRENGTH CEMENT—High Early Strength Cement has all the properties of our standard Gray Portland Cement but with this difference—it has the normal 5 to 7 days' strength in 24 hours.

MEDUSA WHITE PORTLAND CEMENT—A standard Portland Cement used wherever Portland Cement is specified and white or colored effects are desired—same strength as Gray Portland Cement—non-staining.

MEDUSA WATERPROOFED WHITE PORTLAND CEMENT—Our standard White Portland Cement with the proper amount of Medusa Integral Waterproofing ground in during process of manufacture. Used for stucco and stone mortar and all work subjected to damp or wet conditions. Non-staining.

MEDUSA STONESET CEMENT—A non-staining waterproofed mortar cement for setting, pargeting, and pointing of cut stone, and for laying up face brick. The cost permits use for mortar in backup wall. This cement complies with Federal Specifications 181-B, Type 2, for Masonry Cements.

MEDUSA BRIKSET CEMENT—Has a Portland Cement base and is waterproofed. It has adequate strength, good plasticity and the lowest possible shrinkage. It is a prepared masonry mortar; simply mix with sand and water on the job—no lime needed. This cement complies with Federal Specifications 181-B, Type 2, for Masonry Cements.

MEDUSA PORTLAND CEMENT PAINT—A decorative and protective coating for all concrete and masonry surfaces. Can be applied on fresh concrete or wet surfaces. Furnished in black, white and eight colors.

MEDUSA FLOOR COATING—A concrete floor coating that needs no undersurfacer. It is moistureproof, and highly resistant to abrasive wear. Furnished in black, white and six colors.

MEDUSA-LITE—A flat wall finish for interior use. Comes in white and seven beautiful colors, is durable, quick drying, economical. One coat is usually sufficient.

MEDUSA WATERPROOFING POWDER—A dry powder to be added to Portland Cement. By its use, concrete is waterproofed. It is to be used where Medusa Waterproofed Gray Cement or Medusa Waterproofed White Cement is not available. Powder is shipped in 40 lb. bags.

MEDUSA CONCENTRATED WATERPROOFING PASTE—Similar results are obtained as with the powder. It is added to the concrete mix through the gauging water. Paste is shipped in 8 lb. and 40 lb. containers. Also furnished in 225 lb. and 400 lb. drums.

MEDUSA PRODUCTS CO.

DIVISION OF

MEDUSA PORTLAND CEMENT CO.

1000 MIDLAND BUILDING CLEVELAND, OHIO

4-40-5M Printed in U. S. A.

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